Non-hospital strategic alliances

Join the league, impact the world, and spread positive vibes!

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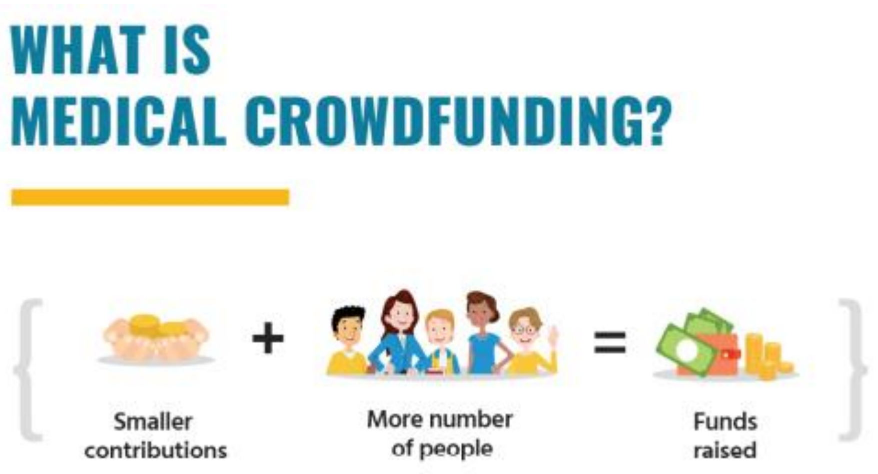
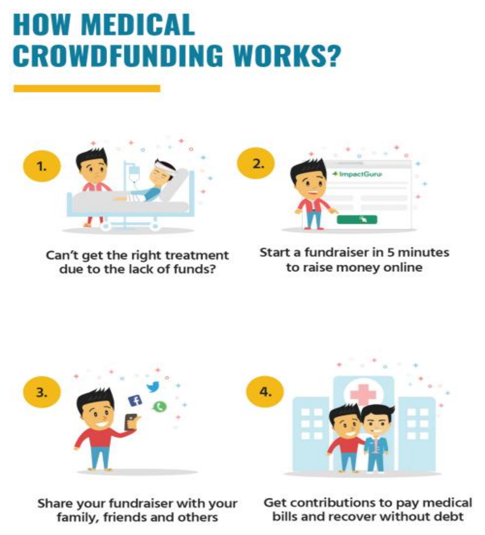
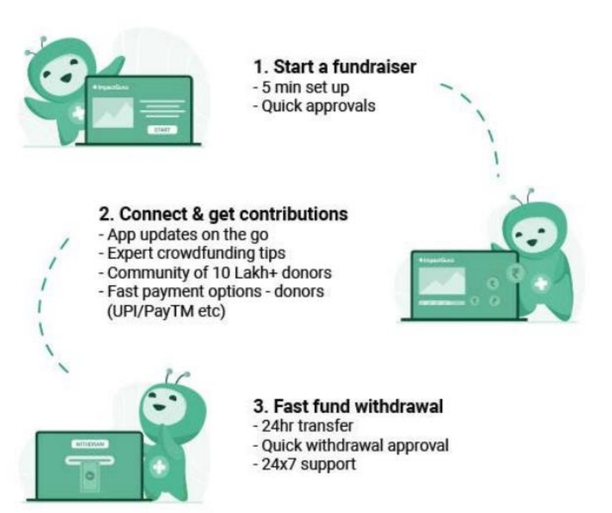
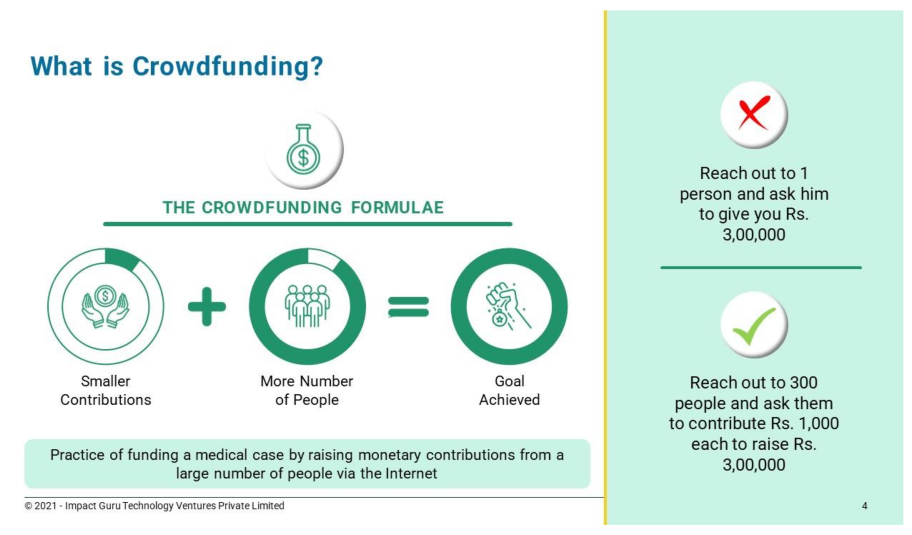
1. Industry sector profile









2. Organization vision and mission

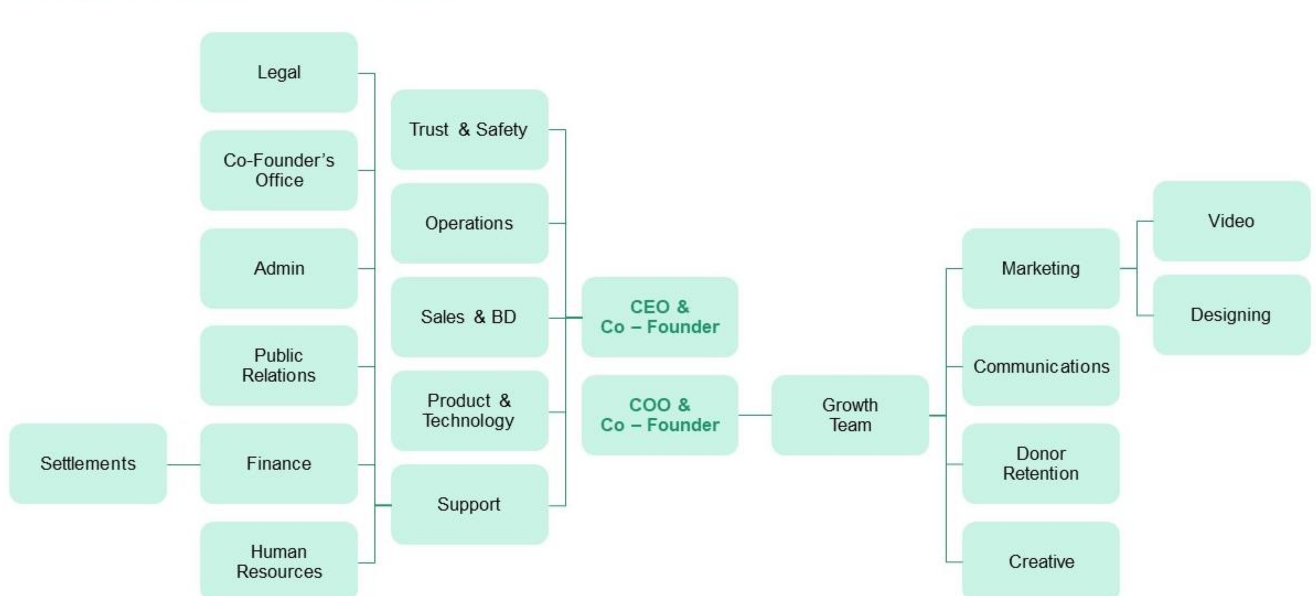
Mission

Make Healthcare Affordable to Save Lives Today, While Securing Families for A Better Tomorrow.

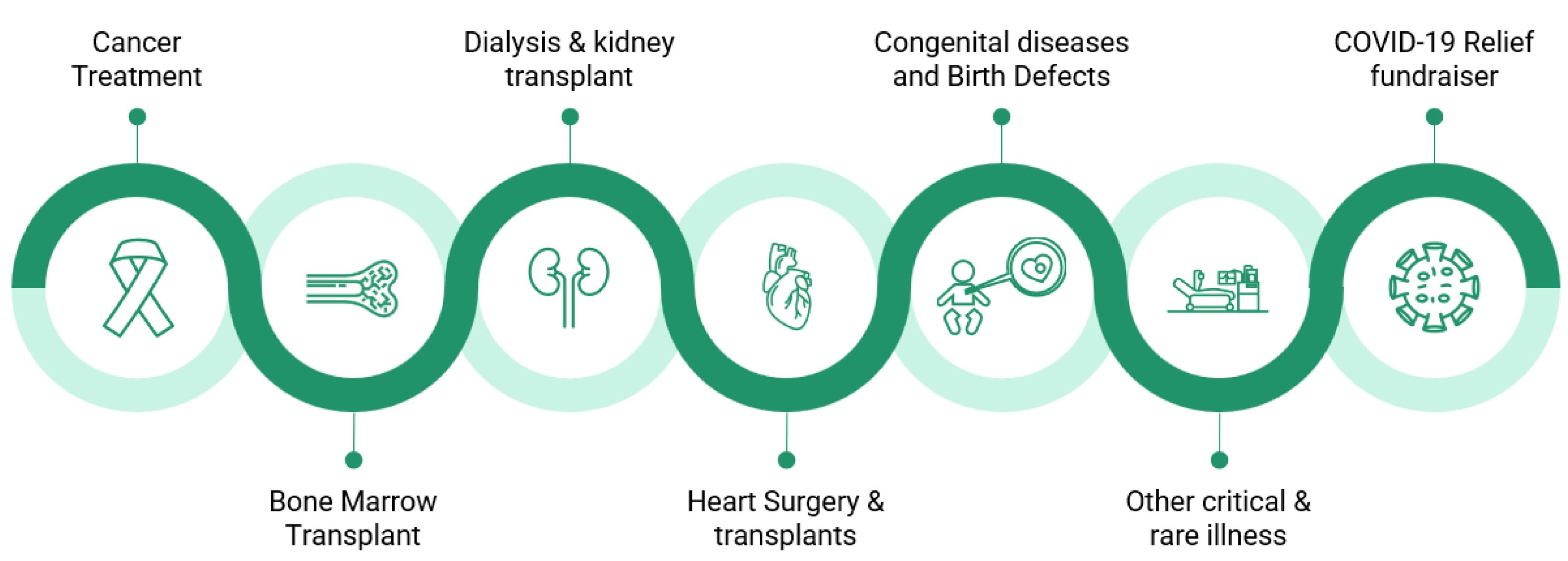
Vision

We believe in your power to make someone smile, to save someone's life, to foster brilliant ideas, to make a social change and to be the impact you want to make in the world.

Organization Structure



3. Brief about industry like hospital/health, etc.



4. Learning and value addition

Name of the Department: Non-Hospitals Strategic Alliances		
Step 1- Initial phase to reach out partners	Step 2- Signing agreement with partners	Step 3 - Post agreement phase
▪ Idea generation to generate potential patient leads other than hospitals and doctors. ▪ Post idea approval, data base is generated where different non-hospital sectors are enlisted ▪ To generate leads of company CEOs, founders, Co-founders, Directors, MD, and higher authorities from various extensions like SNOV, Apollo.io, LinkedIn. ▪ Start shooting mails or reach out on LinkedIn or on headquarters contact numbers.	▪ After a positive revert, setup the introductory meeting with non-hospital leads. ▪ I successfully setup the meetings with Niramai Breast cancer diagnostics, Artelus, geneOmbio, CancerMitr. ▪ Post introductory call, the revenue model is shared with the clients and other legal Clause to be discussed further. ▪ Finally, MOU and other legal documents are signed duly by client and Impact Guru.	▪ Once MoU is signed, further a track on patient leads is kept forming a google forms with partners. ▪ Generated leads is further forwarded with the operations team. ▪ Generated GMV(Gross Merchandise Value) progress is then shared with the partners.

4. Difference between practical and theoretical exposure

Sr. No.	Practical Exposure	Theoretical Work
1.	Hands on training on how to initiate crowdfunding campaign	Had a very little knowledge about how online healthcare crowdfunding works
2.	Interning with Impact Guru gave me detailed overview of how healthcare crowdfunding works.	Previously studied about business models of different firms but healthcare crowdfunding platform.
3.	Working here helped me understand various departments working under Business Development.	Studied about how business development department works.
4.	I was assigned under Non-Hospital Strategic Alliances team, where I was a part of the entire process from reaching out to potential clients to signing MoU with them.	Went through various study materials regarding strategic alliances.
5.	Understood how exactly hospital, non-hospital, doctor relation team, collaterals work hand in hand.	Had an overview about how various departments works.
6.	Thorough knowledge about the entire business model.	Have studied National and International Business Environment, legal department work, MoU procedure.
7.	The project assigned me holds a big part of doing market research, tapping on to potential clients, etc.	Theoretical knowledge about how to do primary, secondary research, how to process the data.
8.	In Impact Guru we arranged business meeting with CEO, Founders, Co-founders where we interacted with them.	Just performed an act in university how business meetings are held.
9.	Got the detailed understanding of position hierarchy, organization structure.	Learned about the hierarchical structure, vertical and horizontal company structure.
10.	Observed closely how company approaches colleges and other sources for recruitment, training procedure, induction, orientation program.	Theoretical knowledge about how HR department works.

6. SWOT Analysis

SWOT

Strengths

- Impact Guru made themselves expert into the niche forte of healthcare crowdsourcing platform
- Not only campaigners but also donors get various advantages like 80G tax benefits, matching donations, etc.
- Entrepreneurs maintain control over their company's decisions
- Capital is very accessible.
- Benefits for communities both locally and internationally.
- Getting people emotionally connected in what we do- Empathy plays a vital role here
- Nonhospital team is the whole soul of the business development department as it generates rare disease related leads which is the major % of total revenue generated.
- User friendly dashboard, Easy fund transfer

Weaknesses

- Less number of potential leads from expected partners may affect the revenue
- During partnership process, it is difficult to share company's revenue model with the partners as they might be directly or indirectly working with the competitors.
- Weaker Investor protection and potential for fraud.
- Internet-based, so investors might lack detailed advice.
- Mass hiring may affect the quality work.

Opportunities

- Utilize the power of social networks for promotion and connect with crowdsourcing.
- Positive effect of crowdfunding on the economy.
- Niche investment opportunity / way to raise capital.
- Low barrier of entry.
- The possibility to create a new service and the license that would go with it, that secure our business for a certain period.
- Existing partnerships may help to establish new allied strategic alliances

Threats

- The risky nature of small business
- Current legal restrictions are not suitable for equity crowdfunding
- Bank competitors
- Indian Government scheme like Ayushman Bharat, PMBJP, etc.
- Third party administrator
- Insurance companies
- Other crowdfunding platforms like Keto, Milaap, GiveIndia, etc.

7. Porter's 5 model analysis

1. **Rivalry among existing competitors**
   Example: Keto, Milaap, etc.
2. **Threat of new entrance**
   Example: Kickstarter, wish berry, Indigo
3. **Threat of Substitute**
   Biggest threat is from Insurance companies, Bank providing loans on lower interest rate, various Indian government schemes.
4. **Bargaining power of Suppliers**
   Suppliers like hospital, non-hospital partnerships from which we are getting leads can negotiate.
5. **Bargaining power of Buyers**
   Existing rivalries providing different kinds of services can tempt users to deflect.

8. Challenges faced during internship

- **Initially it was difficult to generate leads**
- **We were not permitted to attend high order meetings to gain experience.**
- **It is quite difficult to contact POCs as most of them are on higher management authorities like founders, Co-founders, CEO, MD, Directors, etc,**
- **As we were interns, we were kept away with the crucial fund-raising campaigning details, revenue model, finance and operation team.**

9. Usefulness of internship

- **Skill Enhancement: Research skills through which partnership leads are generated.**
- **Work Ethics**
- **Collaborative work with other departments like Hospital/ Collaterals/ Doctor partnerships**
- **Training flexibility**
- **Sound knowledge throughout the various departments**
- **Hands on practice on primary/ secondary research work**
- **Learned how exactly Business Development team acts as a heart of any business**
- **Connected with many CEOs, Founders, Co-founders, Directors of the companies.**
- **Got an idea how business communication module implies in corporate life.**

10.Suggestions related day to day operations and management of department/project/organization

Suggestion for Non-hospital strategic alliances team

- Acquire partner's brands, like if we are connecting or signing MOU with one of the partners, then we can even acquire partner's allied brands
- Must broaden the area to be tapped in regardless it is startup or a big firm

Suggestion for Inter department

- QR code marketing strategy
- Business face off marketing strategy
- Return on investment should be prioritised when an investor invests or donate funds on such platforms.
- There should be a department for auditing and accounting of the Funds raised.
- If targeted funds are not raised, then all the amount is returned to investors which in turn brings nothing to the organization should what to be focused.

Suggestion for HR department

- Green Management
- HR policies regarding company expansion should think for WFH